

FEBRUARY SALES: 52,311 units

New All-Time February Sales Record!

You did it again! You and your sales team broke the February 2012 record by pushing sales up 2%! This is a great way to build momentum moving into March, with its five week-ends and *Daylight Savings* time – all of which gives you more time to sell cars.

“We had a terrific President’s Day weekend event to kick off the spring selling season, plus we had much improved inventory levels and great access to credit available to a broader band of buyers,” said Dave Zuchowski, Hyundai Motor America’s Executive Vice President, National Sales. “Our performance was led by the all-new Santa Fe Sport and the award winning Elantra, both of which saw double-digit sales gains over 2012.”

Here are the sales highlights for February:

- **Elantra** family was #1 at 16,219 units – up 17%
- **Sonata**: #2 selling vehicle at 16,007 units
- **Santa Fe** – 6,339 units – up 42% over last February!

“Our biggest-ever Super Bowl and Academy Awards presence drove great interest in the Hyundai brand, especially the all-new Santa Fe. The all-new seven-passenger version of the Santa Fe will begin hitting showrooms shortly after our media introduction this month, adding to the strength of our crossover line-up,” said John Krafcik, President and CEO, HMA.

Once again, congratulations to you and your sales team – **keep up the great work!**

ADVERTISING NEWS:

Hyundai Center Stage at the Oscars

On Hollywood’s biggest night, Hyundai took center stage for the fifth consecutive year as the exclusive automotive sponsor of the Oscars broadcast on February 24th on ABC. It was estimated that there were 40.3 million viewers. A total of nine ads aired, highlighting seven Hyundai models and focusing on Hyundai’s growing premium line up. Three new spots: “Equus the Trailer”, “Paparazzi” and “Elevator Pitch,” featured Equus, Genesis and Elantra, respectively, and spoke to passionate Hollywood fans with a soundtrack voiced by Oscar-winning Jeff Bridges that gave a nod to the film industry and film culture.

INFOTAINMENT NEWS:

SiriusXM™ All Access on the Way

At the end of March, Hyundai will start offering new car buyers “**All Access**” as part of the SiriusXM 90-day free trial. “**All Access**” includes over 140 channels :

- Commercial-free music, plus sports, exclusive talk and entertainment, comedy and more.
- All the premium programming, including Oprah Radio®, every Major League Baseball and NHL® hockey game, every NFL game, Howard Stern, every NASCAR® race and more.
- It also includes access to the SiriusXM smartphone app and Internet radio as part of the trial.

More information about this feature will be posted on the Sales Training Online site: www.spi1986.com – including:

- An e-learning module
- Dealer Tip Sheet that discusses All Access
- New brochures/one-sheet flyers for customers

PRODUCT NEWS:

First Veloster RE:MIX Sold

The first Veloster RE:MIX limited edition model was sold to its excited new owner at Sterling McCall

Hyundai in Houston, Texas. The RE:MIX edition is designed to appeal to drivers who want the look of a “tuner” vehicle combined with the convenience of being able to buy it off the dealership floor. The limited edition Veloster RE:MIX is packed with features, including:

- An aggressive, sporty exterior with a unique body kit
- 18-inch dark gunmetal-finish alloy wheels
- LED headlight accents and taillights
- Unique RE:MIX badging
- 450-watt premium Dimension® audio system
- Push-button start with Proximity Key
- Leather-wrapped steering wheel and shift knob
- Unique interior light kit
- Unique RE:MIX floor mats



SALES TRAINING NEWS:

Creating an Evidence Manual

When a customer comes into a dealership, they look to the salesperson to be the product expert in regard to Hyundai vehicles. To meet and exceed their customer's needs, successful salespeople create an **Evidence Manual** to share with their customers. This manual can include:

- Vehicle awards and accolades
- Road tests from magazines or online sources
- Letters of recommendation from clients
- Certificates from completed training courses
- Sales awards

An **Evidence Manual** demonstrates to the customer that the salesperson has done their homework and is prepared to make an informed product presentation.

To make it easier for your salespeople to create an **Evidence Manual**, they can go to www.spi1986.com and download the latest product information, including:

- **Fast Facts** – there is a 2-page section for each model with product highlights on the front, and the latest awards and accolades on the back.
- **Dare to Compare** – these competitive comparison charts show where the Hyundai vehicle is superior to its closest competitors.
- **Trim level comparison** – shows the feature breakdown
- **HyundaiNews.com** – contains the latest press releases, as well as the most current awards and accolades.

And here's some great news to add to that Evidence Manual:

IN THE NEWS:

The Latest Awards and Accolades

- **U.S. News and World Report** named the new 7-passenger Santa Fe the **Best 3-Row Midsize SUV** in its **2013 Best Cars for the Money Awards**. *U.S. News & World Report's* annual award combines quality and value data to determine the top-ranked vehicles within their respective categories. The 2013 Santa Fe took top honors within the 3-row midsize SUV segment for its outstanding value and critical acclaim.
- **MotorWeek** named the Accent the **"Best Subcompact Car"** thanks to its fresh appeal and dependability; this was Accent's second **Driver's Choice Award**.
- **J.D. Power and Associates** in their **2013 Vehicle Dependability Study (VDS)** honored the Sonata by naming it the most dependable midsize car, beating out a long list of leading competitors.
- The **2013 Veloster**, **2013 Veloster Turbo**, and **2013 Sonata**, received **Kelley Blue Book's** KBB.com's **"5-Year Cost to Own Award."** Each vehicle was found

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to have the lowest cost of ownership over the initial 5-year ownership period. Veloster won in the *Compact Car Segment*, Veloster Turbo took first place in Sporty Compact category, and Sonata beat the Honda Accord and Toyota Camry to capture the Mid-Size Car segment.

Sales Edge Quick Links:

www.spi1986.com – STAR Product Information
http://hyundai.hstarsandy.com/practices_resources/ – STAR Best Practices
www.hstarsandy.com – STAR Certification
www.HyundaiNews.com – Hyundai Media site
www.HyundaiDealer.com – Hyundai Dealer site
www.Hyundai.com – Hyundai Consumer & Smartphone site

HPP NEWS:

Here's what Dealers HYUNDAI Say About HPP

Here's what dealers are saying about the new HPP program:

"We have been very pleased with our partnership with Hyundai Capital Insurance. Our customers recognize the value of the Hyundai branded suite of products which has led to an increase in our penetration levels. The support and training we have received from the team at HCI has far exceeded our expectations."

Andrew DiFeo, Hyundai of St. Augustine, FL

"What a relief it is now to be dealing with HCI in regards to F&I products. Everything is so mainstreamed into one system now that it makes it really simple for our F&I staff to sell from the menu. In addition to that, we now have more products than we had before. Our back-end sales have increased by a minimum of \$250 per copy."

Chris Smith, Harbor Automotive, Long Beach, CA

Consider making HPP part of your F&I presentation – your customers will thank you.

HMF NEWS:

Special March Lease Programs

Here are the HMF lease programs for March:

- **'13 Elantra:** \$159/mo. for 24 months; \$1,999 at lease signing
- **'13 Elantra Coupe:** \$169/mo. for 24 months; \$2,299 at lease signing
- **'13 Elantra GT:** \$179/mo. for 24 months; \$2,499 at lease signing
- **'13 Genesis:** \$489/mo. for 24 months; \$3,499 at lease signing
- **'13 Equus:** \$899/mo. for 24 months; \$3,999 at lease signing
- **'13 Sonata:** \$199/mo. for 36 months; \$1,999 at lease signing
- **'13 Sonata Hybrid:** \$239/mo. for 36 months; \$2,999 at lease signing

Refer to HMF's Marketing announcements for more details.

NADA NEWS:

John Krafcik: Keynote Speaker

At this year’s NADA Convention, Hyundai President & CEO, John Krafcik, delivered the keynote address saying, “At Hyundai, we know our success is a direct function of your efforts, and your achievements. Your skill and commitment, and your entrepreneurial spirit, give me confidence that going-forward, as an industry, we’ll continue to defy conventional thinking, and delight consumers in ways that we can’t even imagine today.”

BLUE LINK NEWS:

Blue Link Welcome Call

The Hyundai Blue Link team is happy to announce a new enhancement to Hyundai Blue Link. As of Thursday, February 21st, the “*Blue Link Live Operator Welcome Call*” is now available to new owners.

Previously, customers would receive an in-vehicle message prompting them to push the Blue Link button to hear a recorded welcome message that provided a brief overview of select Blue Link features, and invited them to connect to the call center for further information as well as give them the opportunity to sign-up for auto-renewal.

Now, the customer still receives the in-vehicle prompt to press the Blue Link button, but then they are connected to a live operator to assist with the final enrollment process and address questions and concerns. During this live Welcome Call, the operator will:

- Confirm customer’s Blue Link enrollment information
- Offer to schedule the customer’s first service appointment, if one has not been made already
- Demonstrate a POI download
- Provide a Blue Link overview and capture a credit card if applicable

Given the many benefits of Blue Link, please encourage your customers to press the Blue Link button as soon as possible, so we can provide them with the information necessary to allow them to begin enjoying the Blue Link features that their new vehicle is equipped to provide.

Top Blue Link Dealers – Feb. YTD

NATIONAL		DA Enrollment/DA Auto Renewal
CA203	Hyundai of Santa Maria	100.0 100.00
CA173	Selma Hyundai	100.0 86.67
IN015	Bales Hyundai	100.0 75.00
MI051	Hyundai of Lansing	100.0 70.00
WA045	Rairdon’s Hyundai of Bellingham	100.0 69.23
KY021	Don Moore Hyundai	100.0 61.11
RI009	Hyundai of Newport	100.0 57.14
IA013	Lujack Hyundai	100.0 55.56
MI052	Crest Hyundai	100.0 53.33
WI021	Van Horn Hyundai	100.0 50.00
Top 10 Enrollment and Associated Dealer Assist Auto Renewal		
NOTE: Enrollment Objective = 85%; D/A Auto Renewal Objective = 50%		

HYUNDAIDEALER.COM NEWS:

New Order-to-Delivery System

This summer, enhancements to the Order-to-Delivery System (OTD) will be on www.HyundaiDealer.com to ensure you have the right car... at the right place... at the right time.



This will be a National Allocation system, and all allocation and production ordering will become one monthly process. This will result in more balanced and equitable distribution to regions and dealers – as well as increased flexibility.

Prior to roll-out, HMA will supply you with training manuals, training videos and live webinar training so you are up-to-speed when the system goes live. Look for more details following in our April issue.

BRAND NEWS:

Brand Keys: Hyundai Loyalty #1

In the *2013 Customer Loyalty Engagement Index* published by *Brand Keys*, a New York-based brand, customer loyalty and engagement consultancy, the Hyundai brand continues to grow, tying for the **No. 1** spot in the automotive category. This annually syndicated study examines customers’ relationships with 375 different brands in 54 categories.

- This is the third year in a row that Hyundai made the top of the list in the automotive category.

CPO NEWS:

5,627 units: A New February Record!

Sales of 5,627 Certified Pre-Owned units set a February CPO sales record. This represents an increase of 8.6% over February 2012 and a 12.5% gain year-to-date. February year-to-date, Hyundai dealers have sold 11,020 CPO units.

Top Selling CPO Dealers – February 2013

NATIONAL		Sales
FL108	Hyundai of New Port Richey	175
NJ032	Lester Glenn Hyundai	106
NY075	Atlantic Hyundai	101
NC038	Keffer Hyundai	101
NY110	Advantage Hyundai	97
CA293	Hardin Hyundai	92
FL122	Coconut Creek Hyundai	90
GA037	Jim Ellis Hyundai	86
NJ046	Hudson Hyundai	85
FL125	Hoffer Hyundai	85

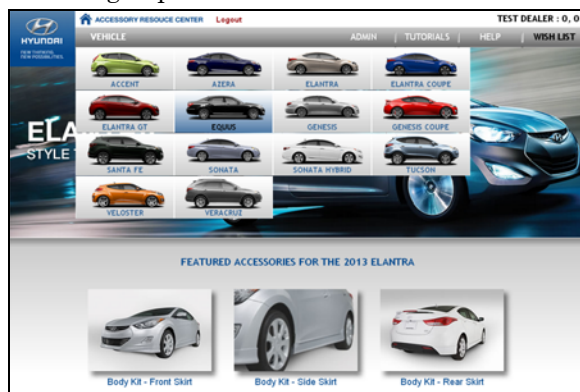
ACCESSORY NEWS:

New Look for Resource Center

The *Accessory Resource Center* (ARC) has a new look and upgraded features! Here are some of the new features of the ARC:

- More intuitive vehicle and year selectors
- Ability to email customers their accessory wish lists
- Ability to create custom accessory packages on your dealership addendum labels
- Accessory payment calculator for your customers
- Ability to edit individual accessory properties
- And much more!

Here's a glimpse of the new look and feel:



To access the ARC, go to www.HyundaiDealer.com, navigate to the Sales, Service or Parts pages, and select *Accessory Resource Center* from the right side menu.

Top HPI Dealers – February YTD*

NATIONAL	HPI Score
WV005 Dutch Miller Hyundai	995
GA014 Carl Gregory Hyundai	989
NY005 Huntington Hyundai, Inc.	988
PA073 Bowser Hyundai	988
UT013 Murdock Hyundai	987
MN023 St. Cloud Hyundai	986
IL030 Mike Miller Hyundai	986
MI017 Hyundai of Ann Arbor	986
PA042 Sussman Hyundai	986
KY005 Glenn Hyundai	985
KY021 Don Moore Hyundai	985

*Minimum of 10 surveys a month to qualify for Top Dealer Rankings

Top HSI Dealers – February YTD*

NATIONAL	HSI Score
AR025 Superior Hyundai	990
KY009 Jim Johnson Hyundai	986
KY017 Gates Hyundai	986
WA048 Jack Carroll's Skagit Hyundai	983
TX076 Texoma Hyundai	980
KS009 Noller Hyundai	980
NY082 Vision Hyundai of Canandaigua	979
NY096 Garvey Hyundai North	979
MA043 Route 2 Hyundai	978
NC040 Carolina Hyundai of High Point	977

*Minimum of 25 HSI surveys a month to qualify for Top HSI Ranking

AUCTION NEWS:

Manheim PA: Auction of the Year

HMA is pleased to announce that *Manheim Pennsylvania Auto Auction* has been named *Hyundai's 2012 Auction of the Year*. "We appreciate our partnership with Manheim PA and its outstanding management team. They make sure our dealers always feel welcome," said Gary Knapp, Hyundai's Sr. Group Manager for Fleet & Remarketing. "The outstanding service, value and efficiencies keep our dealers engaged and interested in returning month after month. Congratulations to GM. Tim Van Dam, and his team for another great year".

March / April Auctions

Manheim Orlando	Ocoee, FL	Mar. 12
Adesa Minnesota	Dayton, MN	Mar. 12
Manheim Auto Auction	Manheim, PA	Mar. 15
Manheim Riverside	Riverside, CA	Mar. 19
Southern Auto Auction	E. Windsor, CT	Mar. 20
Manheim South Seattle	Kent, WA	Mar. 20
Manheim Denver	Denver, CO	Mar. 26
Manheim Orlando	Ocoee, FL	Mar. 26
Manheim Dallas	Dallas, TX	Mar. 27
Manheim Arena	Bolingbrook, IL	April 2
Manheim Georgia	Atlanta, GA	April 2
Manheim Kansas City	Kansas City, MO	April 3
Manheim Pennsylvania	Manheim, PA	April 5
Adesa Minnesota	Dayton, MN	April 9
Manheim Orlando	Ocoee, FL	April 9

For online sales, log onto www.hyundaifastlane.com

Top Selling Dealers – Feb. 2013 YTD

CENTRAL REGION – Year-To-Date sales (YTD)		
IL069 Patrick Hyundai		318
IL018 Green Hyundai		248
OH053 Ron Marhofer Hyundai		245
IL082 Napleton's Valley Hyundai		228
IL063 Family Hyundai		225
SOUTHERN REGION		
FL108 Hyundai of New Port Richey		905
FL122 Coconut Creek Hyundai		703
FL114 Rick Case Hyundai		561
FL110 Doral Hyundai		419
FL088 O'Brien Hyundai		337
EASTERN REGION		
NJ029 Brad Benson Hyundai		698
NY075 Atlantic Hyundai		675
NJ032 Lester Glenn Hyundai		632
NY110 Advantage Hyundai		381
NY058 Plaza Hyundai		304
SOUTH CENTRAL REGION		
TX100 Hyundai of El Paso		474
TX158 Ron Carter Hyundai		407
TX139 South Point Hyundai		337
TX040 Huffines Hyundai Plano		260
TX060 Hub Hyundai		208
WESTERN REGION		
CA293 Hardin Hyundai		504
CA314 Keyes Hyundai		469
CA232 Hyundai of Roseville		379
CA310 Garden Grove Hyundai		335
NV020 Henderson Hyundai Superstore		333